

What is True Colors?

TRUE COLORS® is a simple model of personality identification for people of all ages. It improves communication by recognizing and better understanding a person's true character. Utilizing the colors of orange, green, blue and gold to differentiate four basic personality types, True Colors becomes an uncomplicated language for every individual to convey complex ideas very simply.

The system identifies an individual's core...

- intrinsic values
- motivations, self-esteem
- sources of dignity and worthiness
- causes of stress
- communication styles
- non-verbal responses
- social skills
- language patterns
- negative mental states
- learning styles
- environmental motivators
- cultural appeal
- ethical behaviors
- listening styles
- relationship orientation



Ken Blanchard Companies -- "Thank you for the excellent presentation your group provided for us at our annual Week of Excellence... You were easy to work with and did your homework in order to customize the presentation to Blanchard. Thank you for a job well done."

US ARMY, Fort Monmouth, NJ -- "Thank you again to your and your troupe. A great time was had by all - and they learned something, also! Goes to show that you can teach an old dog new tricks. Hope to see you again in the future."

Partial Client List

- | | |
|---------------------------------|---|
| • ABC Television | • KRAFT |
| • Boyd Gaming Casinos | • Kawasaki Manufacturing |
| • Daimler Chrysler | • LA County Healthcare Workforce |
| • Disney | • McDonald's |
| • ESPN | • Moorhouse School of Medicine |
| • Farmers Insurance | • State Farm Insurance |
| • Ford Motor Company | • Truman Medical Center Kansas City, MO |
| • GE Insurance | • United Health Care |
| • Google | • Universal Studios |
| • Interior Health Authority, BC | |
| • Intermune - Biotech Research | |



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True Colors®

The simple, user-friendly personality assessment and communication system that stimulates personal and professional development.



True Colors Provides

- The understanding of who we are in our “heart of hearts” and the ability to identify others in the same fashion to obtain desired outcomes
- Successful techniques for motivating positive achievement and positive attitudes
- Strategies to develop team building and rapport
- Skills to recognize the values, joys, strengths, stresses and frustrations of each temperament group
- Enhanced self-awareness, self-esteem and character development
- Improved environment, morale, mutual understanding and communication
- Ability to promote cooperation, harmony, unity and positive attitudes
- Ability to bond entire organizations through productive behaviors
- Ability to identify how people of all ages can become “at-risk” and learn ways to reduce the risk and stress.



True Colors Reliability and Validity

Research has shown that True Colors had significant construct validity when measured against MBTI and the DISC.

The ten concepts identified as underlying the True Colors program, assessments and products were judged as being highly accurate by study participants in predicting and assessing their behavioral characteristics and preferences. True Colors showed considerable merit in precisely assessing and defining psychological types and temperament theory. The True Colors Word Cluster proved to be highly successful in helping individuals determine their temperament types and personality preferences. Call True Colors for a complete research report.

A Brief History

Founded in 1978 and based on principals of Myers-Briggs and the work of David Keirsey, True Colors has been used by all ethnic groups, translated into nine languages, and is not gender-specific.

True Colors International has been delivering services in business, healthcare, government, education, non-profit organizations, and in family and community settings. Designed to be simply infused through a large variety of methods, the True Colors approach has been experienced by millions of people world-wide.

Why Use True Colors?

- It's based in a valid, reliable, scientific methodology!
- It's Proven...been used for over 30 years!
- It's Simple...to deliver, understand, apply and remember!
- It's relatively easy to integrate into an existing organizational framework.
- It creates and becomes the universal language that “connects” an organization!

True Colors Offerings

Certification Trainings (2 ½ days)

True Colors can be easily integrated into your organization by training your designated staff to become certified True Colors facilitators. As a licensed facilitator, they will be able to implement True Colors Personal Success Seminars and Workshops for employees, staff, family and others using our True Colors books and materials. Additional Certifications can include Communication, Teambuilding, Leadership, Change Management, Conflict Management, True Parenting, and Teaching & Learning Styles

Personal Success Seminar/Workshop

This ½ day, hands-on, interactive, seminar and workshop will guide participants through the True Colors foundational experience. Here they will learn:

- To understand the history and fundamental concepts of True Colors as they relate to personality and temperament styles.
- Practical and useful activities that will apply True Colors' concepts to both personal and professional lives.
- That understanding the similarities and differences of all people leads to developing improved communication skills, greater appreciation of the uniqueness of self and others, and more meaningful relationships.

Live Show Event/Keynote

This unique way that True Colors presents its message is through a fun-filled and highly informative combination of entertainment and education. A Live Show features four actors who present True Colors in a whole new way that captures the attention of an audience while delivering the True Colors message in a manner that will be retained long after the event is finished.

Online Assessment

Take the True Colors Online Assessment and you will receive an in-depth 20+ page True Colors Report that describes your behavioral tendencies in interactions with others.